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1982 DAILY NEWSPAPER READERSHIP DEMOGRAPHIC TABLES FOR TOTAL UNITED STATES, TOP 100 METROS and TOP 100 DMAs

Simmons Market Research Bureau

Newspaper Advertising Bureau, Inc., 485 Lexington Avenue, New York, New York 10017

CONTENTS

	Page		
HOW TO READ THESE TABLES	i		
TABLES:	Adults	Males	Females
Total population, by sex	1	1	1
Age	2	3	4
Education	5	6	7
Household Income	8	9	10
Employment Status	11	12	13
Occupation	14	15	16
Marital Status	17	18	19
Number of People in Household	20	21	22
Race	23	24	25
Census Region	26	27	28
Locality Type	29	30	31

HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the daily newspaper audience on an average weekday by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (56.2% of the total adult population); and the 100 largest Designated Market Areas (82.2% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population in thousands. For example, the first table (Total adults, by sex) shows that there are 161, 656,00 adults in the United States.

The second column under "Total United States" shows that the average weekday audience of the daily newspaper is 108,366,000 adults, and that this represents 67% of the total adult population. In other words, this is the net reach of the daily newspaper on an average weekday, expressed as a number and a percent.

The third column headed "Gross Imp/GRP's" takes into account those adults who read more than one daily newspaper on a given day. The top figure in this column shows that on an average weekday the daily newspaper generates 130,789,000 gross impressions. The bottom figure shows that this is equivalent to 81 gross rating points (or impressions per 100 people). The GRP's for any number of weekdays can be determined by multiplying that number by the one-time figure. For example, the GRP's generated over any five weekdays is equal to 5 x 81, or 405 GRP's.

The source for all figures shown is the 1982 Study of Media and Markets by Simmons Market Research Bureau.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY SEX)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
TOTAL ADULTS	161656	108366 67%	130789 81	90810	61592 68%	76114 84	132866	89422 67%	109535 82
MALES	76155	52399 69%	64656 85	42665	30232 71%	38330 90	62574	43462 69%	54640 87
FEMALES	85500	55967 65%	66133 77	48145	31360 65%	37784 78	70292	45960 65%	54895 78

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	28444	16675 59%	19359 68	17907	10768 60%	12611 70	24016	14084 59%	16580 69
AGE 25-34	37754	23158 61%	27424 73	21833	13544 62%	16509 76	31658	19439 61%	23357 74
AGE 35-44	26345	18064 69%	21963 83	15000	10344 69%	12820 85	21502	14762 69%	18325 85
AGE 45-54	22608	17201 76%	21455 95	12744	9895 78%	12851 101	18447	14251 77%	18062 98
AGE 55-64	21811	16349 75%	20608 94	11486	8675 76%	11143 97	17922	13520 75%	17324 97
AGE 65+	24695	16919 69%	19980 81	11839	8365 71%	10179 86	19319	13366 69%	15885 82

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	13965	8433 60%	10118 72	8793	5670 64%	6859 78	11559	7116 62%	8741 76
AGE 25-34	18532	12054 65%	14668 79	10861	7226 67%	8993 83	15675	10284 66%	12751 81
AGE 35-44	12674	8799 69%	11026 87	6874	4824 70%	6175 90	10292	7189 70%	9238 90
AGE 45-54	10756	8301 77%	10505 98	6145	4907 80%	6611 108	8777	6893 79%	8893 101
AGE 55-64	10074	7493 74%	9567 95	5124	3857 75%	5036 98	8306	6227 75%	8068 97
AGE 65+	10155	7319 72%	8771 86	4868	3748 77%	4656 96	7965	5752 72%	6949 87

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14479	8242 57%	9241 64	9114	5098 56%	5752 63	12457	6967 56%	7839 63
AGE 25-34	19222	11104 58%	12756 66	10973	6318 58%	7516 68	15984	9154 57%	10607 66
AGE 35-44	13672	9265 68%	10936 80	8126	5520 68%	6645 82	11210	7573 68%	9087 81
AGE 45-54	11851	8900 75%	10950 92	6599	4989 76%	6240 95	9671	7358 76%	9169 95
AGE 55-64	11737	8857 75%	11041 94	6362	4818 76%	6107 96	9616	7293 76%	9256 96
AGE 65+	14540	9599 66%	11209 77	6971	4617 66%	5523 79	11354	7614 67%	8937 79

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	46214	25810	29432	22896	12925	15146	36521	20613	23811
		56%	64		56%	66		56%	65
HIGH SCHOOL GRADUATE	63660	44024	52433	35290	24562	29886	52094	35929	43447
		69%	82		70%	85		69%	83
ONE TO THREE YEARS COLLEGE	26991	19190	24071	16473	11738	14940	22536	16124	20607
		71%	89		71%	91		72%	91
COLLEGE GRADUATE	24791	19342	24854	16151	12368	16143	21714	16755	21669
		78%	100		77%	100		77%	100

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	21641	12325 57%	14074 65	10629	6246 59%	7318 69	16964	9785 58%	11355 67
HIGH SCHOOL GRADUATE	27259	19028 70%	23072 85	14739	10633 72%	13259 90	22209	15581 70%	19268 87
ONE TO THREE YEARS COLLEGE	13143	9464 72%	12248 93	8118	5948 73%	7824 96	11043	8026 73%	10669 97
COLLEGE GRADUATE	14112	11582 82%	15262 108	9179	7406 81%	9929 108	12357	10070 81%	13348 108

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	24573	13485	15358	12267	6679	7828	19557	10829	12456
		55%	62		54%	64		55%	64
HIGH SCHOOL GRADUATE	36400	24996	29361	20551	13928	16627	29885	20348	24179
		69%	81		68%	81		68%	81
ONE TO THREE YEARS COLLEGE	13848	9726	11823	8355	5790	7116	11493	8098	9938
		70%	85		69%	85		70%	86
COLLEGE GRADUATE	10679	7760	9591	6972	4962	6214	9357	6685	8322
		73%	90		71%	89		71%	89

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	33531	26150	33650	22486	17434	22778	29354	22939	29921
		78%	100		78%	101		78%	102
$25,000-$34,999	30533	21815	26646	18016	12985	16120	25834	18627	23015
		71%	87		72%	89		72%	89
$20,000-$24,999	20254	14251	17189	11233	7675	9363	16680	11517	14123
		70%	85		68%	83		69%	85
$15,000-$19,999	18228	12275	14342	9155	5949	7161	14288	9423	11222
		67%	79		65%	78		66%	79
$10,000-$14,999	26333	16840	19461	14168	9196	10926	20928	13473	15747
		64%	74		65%	77		64%	75
UNDER $10,000	32777	17035	19499	15754	8354	9766	25781	13443	15507
		52%	59		53%	62		52%	60

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	18320	14636 80%	19152 105	12226	9978 82%	13196 108	15974	12869 81%	17099 107
$25,000-$34,999	15857	11543 73%	14450 91	9124	6798 75%	8671 95	13601	10062 74%	12747 94
$20,000-$24,999	9976	7059 71%	8622 86	5223	3694 71%	4624 89	8056	5661 70%	7087 88
$15,000-$19,999	8637	5967 69%	7106 82	4231	2769 65%	3462 82	6596	4427 67%	5425 82
$10,000-$14,999	11386	7166 63%	8434 74	6156	3989 65%	4797 78	8998	5723 64%	6837 76
UNDER $10,000	11980	6028 50%	6892 58	5705	3005 53%	3579 63	9349	4719 50%	5446 58

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	15211	11514 76%	14498 95	10259	7456 73%	9581 93	13381	10070 75%	12822 96
$25,000-$34,999	14676	10272 70%	12197 83	8892	6187 70%	7449 84	12233	8566 70%	10268 84
$20,000-$24,999	10279	7193 70%	8568 83	6009	3981 66%	4739 79	8623	5856 68%	7036 82
$15,000-$19,999	9591	6308 66%	7236 75	4924	3180 65%	3699 75	7692	4996 65%	5797 75
$10,000-$14,999	14947	9674 65%	11028 74	8012	5207 65%	6129 76	11931	7750 65%	8910 75
UNDER $10,000	20796	11007 53%	12607 61	10049	5349 53%	6187 62	16433	8723 53%	10062 61

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	97601	67035	82380	56472	38966	48941	81084	56026	70101
		69%	84		69%	87		69%	86
FULL TIME	84474	58129	71689	48320	33405	41988	70110	48513	60936
		69%	85		69%	87		69%	87
PART TIME	13126	8905	10690	8152	5561	6953	10974	7513	9165
		68%	81		68%	85		68%	84
NOT EMPLOYED	64055	41331	48409	34339	22626	27173	51782	33396	39434
		65%	76		66%	79		64%	76

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	55629	39060	48938	31778	22767	29208	46206	32840	41915
		70%	88		72%	92		71%	91
FULL TIME	51582	36242	45516	29163	20845	26797	42717	30329	38819
		70%	88		71%	92		71%	91
PART TIME	4047	2819	3422	2615	1922	2411	3489	2511	3096
		70%	85		73%	92		72%	89
NOT EMPLOYED	20527	13338	15719	10887	7465	9122	16368	10621	12725
		65%	77		69%	84		65%	78

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	41972	27974 67%	33442 80	24694	16199 66%	19733 80	34878	23186 66%	28184 81
FULL TIME	32893	21888 67%	26173 80	19157	12560 66%	15191 79	27393	18184 66%	22116 81
PART TIME	9080	6086 67%	7269 80	5537	3639 66%	4542 82	7485	5002 67%	6069 81
NOT EMPLOYED	43528	27993 64%	32691 75	23451	15161 65%	18051 77	35414	22774 64%	26709 75

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	29830	22898 77%	29336 98	18194	13880 76%	17997 99	25766	19900 77%	25823 100
CLERICAL, SALES	24092	16655 69%	20096 83	15107	10281 68%	12533 83	20285	13893 68%	17010 84
CRAFTSMEN, FOREMEN	12761	8238 65%	9879 77	7048	4617 66%	5709 81	10636	6891 65%	8464 80
OTHER EMPLOYED	30917	19244 62%	23068 75	16122	10187 63%	12702 79	24397	15343 63%	18804 77

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	18481	14740 80%	19303 104	11015	8758 80%	11571 105	16205	12971 80%	17157 106
CLERICAL, SALES	7117	5231 74%	6545 92	4625	3511 76%	4418 96	5916	4426 75%	5595 95
CRAFTSMEN, FOREMEN	11909	7664 64%	9139 77	6635	4323 65%	5285 80	9907	6401 65%	7808 79
OTHER EMPLOYED	18122	11426 63%	13950 77	9503	6176 65%	7935 83	14178	9042 64%	11355 80

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	11349	8159 72%	10033 88	7179	5122 71%	6427 90	9560	6928 72%	8666 91
CLERICAL, SALES	16975	11424 67%	13552 80	10482	6771 65%	8115 77	14369	9467 66%	11415 79
OTHER EMPLOYED	13648	8392 61%	9858 72	7032	4306 61%	5191 74	10949	6791 62%	8105 74

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	32887	20127 61%	24221 74	21705	13732 63%	16733 77	28562	17558 61%	21389 75
MARRIED	101289	71232 70%	86517 85	53413	37899 71%	47515 89	81496	57668 71%	71151 87
WIDOWED, DIVORCED, SEPARATED	27479	17006 62%	20052 73	15693	9960 63%	11866 76	22808	14195 62%	16995 75

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	18395	11459	14181	11972	7997	10020	15583	9897	12493
		62%	77		67%	84		64%	80
MARRIED	50169	36129	44544	26322	19395	24751	40498	29406	36911
		72%	89		74%	94		73%	91
WIDOWED, DIVORCED, SEPARATED	7592	4811	5931	4372	2841	3559	6493	4160	5236
		63%	78		65%	81		64%	81

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	14492	8668	10040	9733	5736	6713	12979	7662	8895
		60%	69		59%	69		59%	69
MARRIED	51120	35104	41972	27091	18504	22764	40998	28264	34241
		69%	82		68%	84		69%	84
WIDOWED, DIVORCED, SEPARATED	19888	12195	14121	11321	7120	8307	16315	10035	11759
		61%	71		63%	73		62%	72

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	69902	46186 66%	55399 79	37389	24978 67%	30703 82	56593	37453 66%	45455 80
THREE OR FOUR PEOPLE IN HOUSEHOLD	63086	43591 69%	52932 84	35994	25076 70%	31277 87	52519	36256 69%	44890 85
FIVE OR MORE PEOPLE IN HOUSEHOLD	28667	18589 65%	22458 78	17427	11538 66%	14135 81	23753	15713 66%	19190 81

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	31497	21550 68%	26373 84	17135	12096 71%	15259 89	25784	17636 68%	21906 85
THREE OR FOUR PEOPLE IN HOUSEHOLD	30590	21519 70%	26818 88	17009	12226 72%	15721 92	25155	17871 71%	22812 91
FIVE OR MORE PEOPLE IN HOUSEHOLD	14068	9330 66%	11465 81	8521	5910 69%	7351 86	11635	7955 68%	9922 85

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	38405	24636	29026	20254	12882	15445	30809	19817	23549
		64%	76		64%	76		64%	76
THREE OR FOUR PEOPLE IN HOUSEHOLD	32496	22072	26114	18985	12850	15556	27365	18386	22078
		68%	80		68%	82		67%	81
FIVE OR MORE PEOPLE IN HOUSEHOLD	14599	9259	10993	8907	5628	6784	12119	7758	9268
		63%	75		63%	76		64%	76

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	141053	95682	115574	76117	52280	64872	114988	78187	95937
		68%	82		69%	85		68%	83
BLACK	17270	10894	13091	12003	7882	9585	14758	9541	11610
		63%	76		66%	80		65%	79
OTHER	3333	1790	2124	2691	1430	1657	3119	1694	1988
		54%	64		53%	62		54%	64

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	66837	46222 69%	57065 85	35819	25542 71%	32516 91	54457	37940 70%	47765 88
BLACK	7602	5081 67%	6341 83	5467	3778 69%	4777 87	6504	4472 69%	5684 87
OTHER	1716	1096 64%	1251 73	1380	912 66%	1037 75	1612	1050 65%	1191 74

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 BMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	74216	49460	58509	40298	26739	32357	60531	40247	48172
		67%	79		66%	80		66%	80
BLACK	9667	5813	6751	6536	4104	4807	8254	5069	5926
		60%	70		63%	74		61%	72
OTHER	1618	694	873	1311	517	620	1507	644	797
		43%	54		39%	47		43%	53

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	35834	27460	35788	23905	18664	24745	33013	25559	33555
		77%	100		78%	104		77%	102
NORTH CENTRAL	42212	28856	34564	22346	14748	18103	31140	20922	25612
		68%	82		66%	81		67%	82
SOUTH	53634	32872	37719	23711	15266	17629	43472	27403	31732
		61%	70		64%	74		63%	73
WEST	29976	19178	22718	20849	12914	15638	25242	15538	18635
		64%	76		62%	75		62%	74

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	16780	12949 77%	17368 104	10961	8897 81%	12140 111	15440	12141 79%	16403 106
NORTH CENTRAL	19952	14075 71%	17159 86	10760	7219 67%	9131 85	14734	10199 69%	12833 87
SOUTH	25054	15768 63%	18413 73	11008	7464 68%	8739 79	20249	13195 65%	15589 77
WEST	14370	9606 67%	11716 82	9937	6652 67%	8321 84	12131	7928 65%	9814 81

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	19054	14511	18420	12944	9768	12605	17573	13418	17152
		76%	97		75%	97		76%	98
NORTH CENTRAL	22260	14781	17404	11586	7528	8972	16406	10724	12779
		66%	78		65%	77		65%	78
SOUTH	28580	17104	19307	12703	7802	8890	23223	14208	16143
		60%	68		61%	70		61%	70
WEST	15606	9571	11002	10912	6262	7317	13091	7610	8821
		61%	70		57%	67		58%	67

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	48508	33821 70%	40066 83	36953	25346 69%	30384 82	43549	30070 69%	35874 82
SUBURBAN	73224	50315 69%	61884 85	53738	36148 67%	45617 85	67332	45907 68%	57130 85
NON-METROPOLITAN	39924	24230 61%	28838 72	120**	97** 81%	114** 95	21984	13446 61%	16530 75

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	22840	16565 73%	20068 88	17430	12560 72%	15398 88	20581	14833 72%	18091 88
SUBURBAN	34277	24155 70%	30629 89	25180	17624 70%	22874 91	31439	22085 70%	28355 90
NON-METROPOLITAN	19039	11679 61%	13959 73	55**	48** 87%	58** 105	10554	6543 62%	8193 78

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	25668	17256 67%	19999 78	19523	12786 65%	14986 77	22969	15236 66%	17783 77
SUBURBAN	38948	26160 67%	31255 80	28558	18524 65%	22743 80	35893	23821 66%	28775 80
NON-METROPOLITAN	20885	12552 60%	14879 71	65**	49** 75%	55** 85	11431	6903 60%	8337 73

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.